

REMARKS1. What is Claimed?

The claims specifically cover the display of a particular portion of an overall image prior to display of the entire portion. The portion which is displayed first is that portion of an image that has already been earned. It is already earned based on viewing time.

Looking at specific language, the claim calls for "enabling said partial and complete portions to be displayed and viewed without displaying the complete incentive image." Clearly this means that some incomplete portion of the image is displayed before the rest. The claim goes on to state that "the extent of said incomplete image that it displayed in the form of said portions being dependent on the times spent viewing video content." Thus, it should be clear that the portion that is displayed is not just any old portion, but specifically a portion corresponding to the portions of the incentive earned based on time spent viewing video content.

2. What do the References Show?

The office action contends that Dedrick teaches displaying an advertisement which may be a redeemable coupon. However, it is conceded that Dedrick does not disclose "enabling the partial and complete portions to be displayed and viewed without displaying the complete incentive image, the extent of the image that is displayed being dependent on the time spent viewing the video content." See top four lines of page 3 of the final rejection.

To attempt to meet this missing element, the PNG material is cited. The office action suggests that PNG teaches serial streaming and progressive display of image data. The reference itself calls what it does the ability to fade in the entire image with "gradual improvement in detail."

It is asserted that PNG teaches the ability to "display a partial, incomplete image as it is received over time." However, it is never explained how the PNG reference teaches displaying, in particular, those portions earned by viewing. Most certainly, PNG does not remedy the deficiency in Dedrick since it too does not specifically teach displaying first the earned portions.

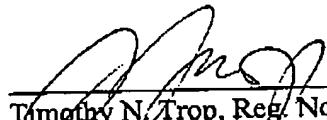
3. **What is the Rationale to Modify?**

The asserted rationale to modify is that one would modify Dedrick with the progressive display of the PNG specification "to provide the user with a meaningful display much more rapidly" does not reach the claimed limitations. If one wanted to display more rapidly, one would progressively display the overall image with increasing detail.

Requiring that the earned portion (rather than the overall image) be displayed first most certainly delays the rapidity with which the overall image would be presented. In other words, requiring the user to earn by viewing in order to see the entire image necessarily delays image overall presentation. Therefore, a reference which teaches increasing the rapidity of overall image display, necessarily teaches away from the claimed invention.

Moreover, neither reference or their combination (or any motivation asserted to date) gives any reason why one would display first the earned portion of less than all of the image. For either or both of these reasons, it cannot be said that a *prima facie* rejection is made out. Therefore, the rejection should be reconsidered.

Respectfully submitted,



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